



The Upside Down Affair, or Why Do You Want to Be a Writer?

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“Either write something worth
reading or do something worth
writing.”

Benjamin Franklin

Food for thought



Did you notice?

The layout of this eBook is upside down:
the title of the chapter is at the bottom!

Why did I do it? Because I want to turn
your world upside down!

By giving you this book, I want to give you
an old truth that you may have forgotten.

1. Upside Down! >

Did you notice?

I've just violated another rule of book-writing!

I've just repeated the name of the chapter in HUGE letters.

Why did I do it? Because your world has to remain Upside Down.

This is where your path as a **Writer** begins.

Turn your world – and keep it –

1. Upside Down! >

So, why does your world have to be upside down? What does it even mean?

Well, let me explain.

‘Once upon a time, in a kingdom by the sea, there lived a Beginning Writer...’

‘Were they in university?’ the little boy’s voice asked with a politically correct gender weaved into the sentence.

‘It does not matter, my dear,’ the adult voice replied. ‘Maybe they had already graduated. Yes, let’s say they graduated and had a job. The job was nice and brought enough money, but the Beginning Writer wanted more. Not only money, but also fame and recognition... So the Beginning Writer started a blog.’ 

Does it ring any bells? Do you recognise this character?

I certainly do. And if we are honest, we all do.

Now let me ask you the following question: is this character positive or negative? Or let me put it another way: is this a Frodo Baggins or a Macbeth? An Odysseus or a Humbert Humbert?

We don't know much about this Beginning Writer. But from what we know it is a *tragic* hero(ine).

Why?

Because they got their means and ends mixed up. What does the character want? Fortune and Fame. ➤

‘Is this bad?’ you will ask me. And I will reply:

‘Certainly not! It’s good to have ambitions, to be rich and famous – if you know why you’re doing this.’

Who do you want to resemble? Charlie Sheen who is a notorious drug addict? Amy Winehouse who is no longer with us?

‘They are actors and singers!’ you will protest. ‘They have nothing to do with writing!’

Yes, but they are celebrities! This is what Fortune and Fame is all about. This means being a celebrity. It does not mean being a writer.

Now I got you confused. So must a writer always have an average income? What about Dan Brown, Stephanie Meyer, J. K. Rowling? They are the celebrities of the writing world – and of the cinema, too!



I repeat:

You have to know why you're doing what you're doing.

So, you want to be a published writer. You also want to make a decent living from your books (define “*decent*” yourself) . You also want to be known.

That's all good. Tell a good story, and you will have that!

What I am talking about, though, is something different.



I am asking you *why* you want to be a (published) writer in the first place.

If you tell me once again that you want to make money, I will ask you again.

**Because You Do Not
Understand My
Question!**



The reason why you don't understand my question is that your world is not Upside Down.

So let me put it in the right position.

The desire to become Rich and Famous will NOT make you a published writer.

It may not even result in selling your manuscript to an agent.

Ouch?

That hurt.



Did this turn your world

nbziqe DOMU;



Ok, so we've figured out that a desire of fortune and fame will not make you a published author.

Now what?

So what ***will*** do it?

The answer is simple.

More simple than you think.

But you'll have to turn the page to see it.

2. What *Will* Make You a Writer?



The only thing that will make you a published author is...

Love for what you're doing.

Boom! And flop. So easy?

Yes.

Let me explain.

Imagine that you're spending 8 hours a day typing away, pouring torrents of words into the blank pages, filling them with sentences that form paragraphs...



And you do not love it. You are driven by the thought of the money that will come like Voldemort is driven by the thought of killing Harry Potter.

What is it then?

Another Crappy Job!

Yes, writing is a job – a very hard one. Not everybody can stay in a job like this.

Many Beginning Writers behave as if they can't wait to get fired.

But it's not a job for money. It's a job for love.

This is what you should remember.



Love can be false. You may only pretend that you love what you're doing. The worst thing is that in the beginning you will think that your love for writing is real. You will have the following symptoms:

(yes, turn the page again)

3. What does it mean to love?



- » You will wake up earlier and stay up later to write your book or to blog;
- » You will blog actively – three times a week or more;
- » You will sign up to all sorts of social media to promote yourself and your blog/future book;
- » You will tell some people that you're writing a book and start describing the first 10% of the plot in detail, saying afterwards that the rest is a secret;
- » **(this one is for especially difficult cases):**
You will even write when you don't feel like it!
(My respect).



However, the following symptoms will kick in soon:

- » You will waste time checking your email/ twitter/ blog stats for updates every hour;
- » You will feel frustrated two months down the line because your blog does not generate enough traffic and thus you're not making hard cash;
- » You will never go beyond the 10% of the plot. The rest is a secret because it does not exist!
- » And finally...



...

You will never finish your book.

Boom! And Flop.

Huh?

So, what is going wrong?

Why is it not working?

Or perhaps – why is it not working as fast as you would like it to?



If you are asking that last question, then you are a total D.G.I.*

***D.G.I. = Don't Get It.**

So what is the most important thing about loving your writing?

How to show your writing that you love it?

The answer is simple. Simpler than you can imagine.

But to get it you'll have to turn another page.



What is the key word in the love affair between
you and your writing?

Just like in any other love affair,
it is a...

Relationship.



Boom! And Flop.

‘Huh?’

‘What?’

‘Come again?’

Yes, you heard me right.

You need to have a relationship with your writing.

What does it mean?

4. Relationship



It means effort and sacrifice. It means the following:

1. Persevering when your writing is stubborn.
2. Giving support when you writing is weak.
3. Being patient when your writing is slow.
4. Adding thought and experience when your writing is being silly.
5. Having will to work more when your writing is rejected (remember – the editor rejects your writing, not you. The only reason why it hurts you is because you have feelings for your writing).



6. Being strong when your writing is lacking confidence.

And finally...

7. Being willing to learn all of this when your writing doesn't know it.

The seventh point is probably the most important one. You and your writing are one. However, it is a much younger, frailer creature than you are.

If you love it, you need to care of it. But not in the Little Prince way – do not shield your rose from the winds on your planet. Instead, embrace difficulty and let you and your writing grow together!



Think about a relationship between two teenagers; let's say that the girl is 14 and the guy is 16. at this age, two years make a huge difference. The difference in emotional maturity can be immense. This relationship might not work at all.

Now think about a relationship between two adults. The woman is 30 and the man is 45. I'm more likely to bet on this one than on the first one.

What's my point?

(you know what you need to do to find out!)

5. For Example... >

How old are you?

Now, how old is your writing?

If you are a beginning writer, it is rather likely that your writing is in its early teens.

How fast will it grow mature?

How fast will it become old enough for you to develop a full-scale relationship with it?

Only as fast as ***you*** make it happen. It all depends on you.

If your writing is a teenager, then teach it all you know. It will only learn with your help. Then you can love it!



Did you notice?

I used the plural. Why? Because when you're a writer who aims to be published, you cannot act on your own.

You need relationships!

Taking the "love affair" metaphor a bit further, I must tell you that this does not mean cheating on your writing.

Is simply means getting some help.

6. Relationships >

Why is it important?

Because the modern world is oversaturated with information! And you need to make yourself heard.

Here is the trick:

“TO MAKE YOURSELF HEARD IN THE ROARING INTERNET CROWD, YOU DON’T HAVE TO SHOUT LOUDER THAN OTHERS. ALL YOU NEED TO DO IS TALK TO ONE PERSON THAT IS STANDING CLOSE TO YOU.”



First you get very close to their ear – and then whisper.

What do I mean by this?

I mean that you should:

1. Search the WEB to find people with the same interest as yours;
2. Leave positive, intelligent, and – most importantly – sincere comments on their blogs, Facebook walls, Twitters accounts, etc.
3. Write guest posts on their blogs;
4. Create something of value and give it away for free (I am giving this eBook and will write and give some more in the future);



5. Add helpful comments to online discussion boards related to your area of interest;

6. Thank people for commenting on your posts and engage in dialogue everywhere you can;

7. Ask questions online and collect answers from other helpful people.

This is how you build online relationships. Thanks to the Internet, you can do this all over the world. You can have global presence! Take advantage of it!



- » A relationship with your writing improves both the writing and the writer.
- » There is no relationship without effort and sacrifice.
- » Relationships with the wider community create online friendships.
- » Friends always bring more friends.
- » More friends = more people who read your writings.
- » Which leads to sales and fame.

7. Remember this: >

Just like in any relationship, if you force events or do it in the wrong order, you can end up on the losing side.

Sales and fame come at the end, not at the beginning. This means only one thing: if you don't love it and have no relationship with it, it will be very hard for you to make it.

It's worse than the donkey who pulls the carriage just because there is a carrot on the string dangling before his nose.

If you have no love for it to motivate you, you don't even have the carrot.

Only yourself – a lonely donkey.



So, how did it go?

Did I turn your world upside down?

Do you feel alright when your world is in this position?

Is your own head upside down or upside up?

What you've read may seem strange to you. But I hope it also makes some sense.

If you are a writer, it should.

Upside Up?



When you're a writer, you are inevitably in a relationship with your writing.

I just want you to take that relationship seriously. Otherwise it won't be long till you dump your writing – or it dumps you!

So stop dreaming about publishing and fat paychecks – just love what you're doing and the rest will come!

Take good care and keep writing!



**It won't be easy.
But it will sure
be awesome!**



Thank you!

Roy Eynhallow



- » This eBook is free. It should remain free.
- » All I want from you is to spread the ideas it contains.
- » If you liked it, please leave me a comment on [Facebook](#), Twitter ([@EynhallowBooks](#)) or on my Blog: [www.EynhallowBooks.com](#)
- » You are allowed to post this book online, on any forum or social network you want.

» Roy E.

What Can You Do Now? >

Roy Eynhallow (born Vlad Mackevic) is a writer and a blogger.

After getting his degree in International Relations and English, he decided to dedicate his life to the craft of words. He is currently writing his first novel and blogging for the [The Lecture Room](#) website, sharing his experience with younger students.

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